85th ANNUAL

Cheyenne FRONTIER DAYS

P. O. Box 2385
CHEYENNE, WYOMING
82001

FRONTIER COMMITTEE
DICK PICKETT
Chairman
KENT RUTLEDGE
Contestants
JOHN GALEOTOS
Security
NICK GILL
Parades
PETER J. McNIFF
Publicity
ELWOOD MATHISON
Grounds
TOM J. POWERS
Tickets
BILL STONE
Indians
COL. DAVE McCRACKEN
Military
DAVE HOLLINGSWORTH
Contract Acts
GENE BRYAN
Executive Secretary

1981 SPONSORSHIP PROGRAM

COST: $15,000 per event

Money will be split as follows:

--$12,500 to event purse to be divided among top three average finishers in the event.

--$2,500 to be spent on cooperative promotional efforts among sponsors and Cheyenne Frontier Days:

1. Four color press kit
2. Four color promotional poster

PROMOTIONAL BENEFITS:

--Event named in daily rodeo program (Wrangler Steer Wrestling Contest. . .Nestea Bareback Contest, etc.)

--Event announced throughout rodeo by announcer.

--Flag featured by the "Dandies" in all four parades and nine grand entries.

--Flag flown over "A" Stand throughout celebration.

--Sponsors featured prominently in 1981 Souvenir Program, Schedule of Events, Frontier Days Fact Sheet, Volunteer Newsletter.

--Feature releases on sponsors's individual event.

--Opportunity to participate with appropriate Western-theme float (or other suitable entry) in four Frontier Days parades; entry to be mutually agreed upon between sponsor & CFD.

--Opportunity to furnish ten (10) promotional banners to be placed throughout Frontier Park by members of the Frontier Days Publicity Committee.

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"The Daddy of 'em All"

July 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 1981

Source: https://www.industrydocuments.ucsf.edu/docs/qtvn0004

--V.I.P. Credentials and parking stickers for up to four (4) representatives of the company with V.I.P. privileges throughout Frontier Park and in special V.I.P. booths.

--Preferential treatment for sponsor's ticket requests.

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